

Case Study: ITV

Automating the Simple, Simplifying the Complex

ITV Transforms Its Media Supply Chain for a Changing Content Landscape

Overview

For ITV, one of the UK's leading broadcasters, streamers, and content producers, media supply chain transformation was both a business imperative and a technology initiative.

Audiences have embraced new viewing habits, distribution channels have multiplied, and content partnerships have expanded, increasing pressure on ITV to deliver more content to more destinations, in more formats, at greater speed. Meeting those demands required ITV to improve operational efficiency, simplify a complex technology environment, and create a foundation capable of supporting future growth.

To achieve those goals, ITV launched a broad transformation focused on reimagining how content moves through the organization. The result is a modern, cloud-native media supply chain that automates routine processing, streamlines operations, and provides the flexibility to support evolving business requirements.

"As our content business continues to grow, we need to be able to receive and deliver content regardless of format, scale to meet changing demand, and adapt quickly to new distribution opportunities," says Paul Kane, director of technology, Content Supply & Distribution, at ITV. "That required us to reduce complexity across our technology environment and create a more efficient operating model."

The Challenge: A Supply Chain Built for a Different Era

ITV's content operations evolved significantly over time — seven decades of broadcasting, production, and distribution. New systems were added as business requirements emerged. Workflows were built to support specific use cases. Integrations accumulated as services and platforms were introduced. While this environment successfully supported ITV's business for many years, the organization found it increasingly difficult to accommodate rising content volumes and diverse distribution requirements.

"Over time, we built and integrated numerous systems to support different parts of the business," says Kane. "A big part of our technology strategy going forward is to simplify that landscape and create an operating model that's easier to scale, adapt, and support going forward."

Today, content arrives from a growing number of sources. Delivery requirements vary widely across partners and platforms. New distribution opportunities require greater agility than traditional broadcast workflows could easily provide.

“Bringing in many new types of content from a wider array of partners, we were challenged to service rising demand for content using existing manual workflows and restrictions on resources. Any increase in demand introduced a linear increase in cost,” says Kane. “We needed a better way to scale — a flexible, highly automated supply chain capable of growing with our business.”

Rather than focus on isolated workflow improvements, ITV launched its Content Supply Simplification Programme, an initiative designed to transform content operations end-to-end. The program’s objective was straightforward: create a supply chain capable of supporting future business growth while reducing operational complexity.

As part of the transformation, ITV evaluated how content entered the organization, how it moved through operational processes, and how it was ultimately prepared and delivered to customers and distribution partners. The company sought to replace manual intervention wherever possible, create consistent workflows, improve operational visibility, and establish a more flexible architecture capable of evolving alongside business requirements.

The guiding principle for the initiative: Automating the simple, and simplifying the complex. This philosophy shaped every aspect of ITV’s transformation effort.



As content volumes, formats, and delivery requirements grew, ITV needed a way to scale without increasing costs and complexity at the same rate. By redesigning key workflows and implementing the SDVI Rally media supply chain management platform, ITV increased content processing speed by 400%, automated routine operations, and created the capacity needed to support continued business growth.

The Solution: Creating a More Agile Supply Chain

At the center of ITV’s new architecture is SDVI’s Rally media supply chain management platform, which orchestrates workflows across the organization’s technology ecosystem. Rally integrates with content catalog, media asset management, work-order management, and other operational platforms while providing a centralized view of supply chain activity. The platform also makes more than 70 applications available to ITV, empowering the organization to select just the right tool for each job — from ingest to translation, from QC to delivery.

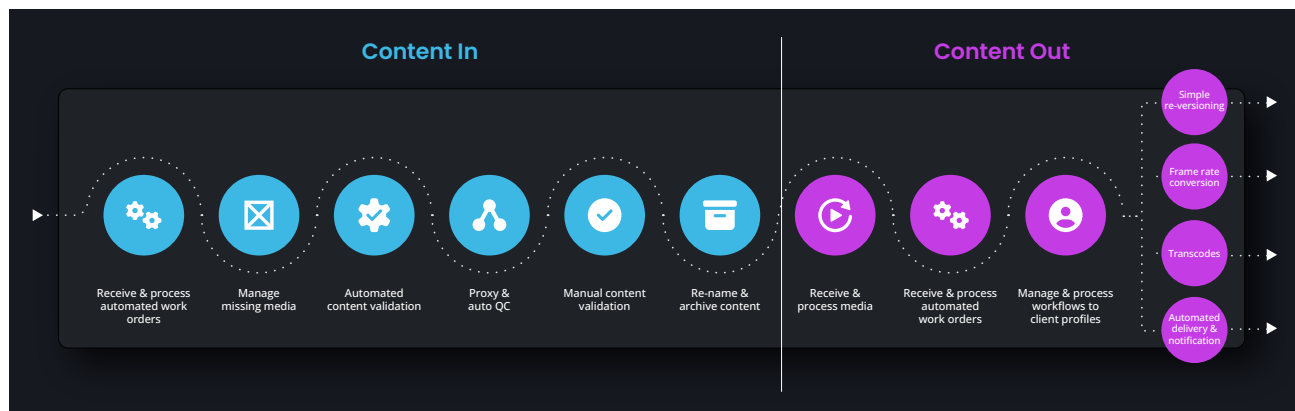
Using Rally as the orchestration layer, ITV redesigned key workflows across both content ingest and content delivery operations. To simplify the transformation effort, the company divided the supply chain into two primary workflow categories — Content In and Content Out — so that each side of the operation could be optimized independently.

On the Content In side, incoming content now moves through automated quality control, normalization, and compliance workflows before reaching operations teams. Rather than manage every step manually, operators focus primarily on exceptions, with time-based metadata helping pinpoint issues and accelerate review when intervention is required.

For Content Out workflows, ITV categorized delivery partners according to the complexity of their requirements. This allowed the company to automate simpler deliveries while creating a framework for supporting more complex distribution scenarios. More than two dozen delivery partners that accept content without significant modifications were onboarded first, and ITV continues to expand support for workflows involving frame-rate conversion, standards conversion, metadata transformation, ad-break insertion, and other specialized processing requirements.

Beyond workflow automation, Rally provides ITV with greater operational visibility. By centralizing information from multiple systems, the platform gives teams a clearer view of content movement, workflow status, processing activity, and operational performance across the supply chain. The platform also gives ITV the flexibility to evolve its operations as business requirements change. New services, technologies, and delivery partners can be incorporated more easily, while cloud-based resources can scale to accommodate changing processing demands.

Taking advantage of the continually evolving Rally platform, rather than building and maintaining bespoke systems in-house, ITV has been able to integrate proven technology quickly into its ecosystem. Once deployed, Rally supplies orchestration and its broad application services ecosystem to enable and optimize workflows across the supply chain.



The Result: Turning Automation Into Capacity

Automated ingest, processing, validation, normalization, quality control, and delivery workflows now handle much of the repetitive work that previously required manual intervention. As a result, ITV's operational teams can focus their expertise where it delivers the greatest impact: managing exceptions, supporting complex customer requirements, and addressing specialized delivery scenarios.

The shift to a cloud-native media supply chain with Rally has produced measurable benefits across ITV's content operations. Within ITV Studios Global Partnerships, for example, the Content Services Platform has dramatically accelerated content processing — in turn creating additional operational capacity.

“We’re now seeing a 400 percent increase in the speed at which we can process assets through the supply chain,” notes Kane. “This frees the team to focus on the more complex deliveries and overall gives us the capacity to deliver against ITV Studios Global Partnerships’ targets.”

The benefits of automation and orchestration extend well beyond processing speed. By centralizing operational information and automating workflow management, ITV has simplified day-to-day operations and improved visibility across the supply chain. The company has retired multiple legacy applications, reduced reliance on spreadsheets and email-based coordination, and implemented dashboards that provide greater insight into content volumes, workflow activity, and operational performance.

The new operating model has also improved ITV’s ability to scale. Cloud-based resources can expand to accommodate seasonal spikes in demand and contract when workloads decline, helping the organization respond more efficiently to changing business requirements. The flexibility of the platform makes it easier to onboard new partners, support additional distribution workflows, and introduce new services as requirements evolve.

By removing friction from routine workflows, ITV has improved both efficiency and scalability. Teams can process more content without corresponding increases in operational resources, helping the organization grow while containing its costs. In fact, the more assets ITV processes, the cheaper each asset becomes. And the additional capacity created through automation allows ITV to respond more quickly to new distribution opportunities and increasing demand across its content business.

Those same efficiencies advance ITV’s sustainability goals. By eliminating duplicate processing and matching cloud resources to real demand, the supply chain does more work while consuming less energy. This approach aligns operational gains with the decarbonization commitments set out in ITV’s climate transition plan.

ITV Supply Chain Transformation Results:

- 400% increase in content processing speed
- Increased operational capacity
- Reduced manual workflows and intervention
- Retired multiple legacy applications
- Reduced reliance on spreadsheets and email-based coordination
- Improved scalability and flexibility
- Faster onboarding of partners and services

Building for the Future

With the transformation of its media supply chain, ITV has moved beyond a collection of interconnected systems toward a more agile operational model that leverages automation and orchestration to boost flexibility, capacity, efficiency, and visibility. For ITV, evidence of a successful supply chain transformation is the organization's ability to respond as audience behaviors, content strategies, and distribution models continue to change. As content volumes grow and business requirements evolve, ITV is positioned to adapt with agility rather than added cost and complexity.

"We're still early in the journey, but the direction is clear," concludes Kane. "By automating the simple and simplifying the complex, we've built a supply chain that lets us scale with the business — taking on more content, more formats, and more partners without the cost and complexity rising in step."

Using the Rally platform, ITV has created a media supply chain that supports today's operations and provides a foundation for future innovation, growth, and opportunity.

About ITV

ITV is one of the UK's leading media and entertainment companies, with more than 70 years of broadcasting history and an expanding portfolio of content and distribution businesses. In addition to reaching millions of viewers through its broadcast channels and ITVX streaming platform, the company produces and distributes content globally through ITV Studios and ITV Studios Global Partnerships, which licenses programming to broadcasters, streaming services, and digital platforms around the world.

About SDVI

SDVI is an Emmy® Award-winning supplier of cloud-based media supply chain technology that empowers organizations to optimize content ingest, processing, packaging, and distribution operations. The company's Rally media supply chain platform helps organizations create a scalable and responsive infrastructure that provides true business agility, operational efficiency, and process intelligence. SDVI is a privately held company based in Silicon Valley, California, with offices in the U.S. and Europe.

For further information, visit www.sdvi.com, or email us at info@sdvi.com